MTV ONE
PROMO TOOLKIT GUIDELINES

BRAND REFRESH 2013

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PLEASE NOTE

This document is an internal onscreen guide for MTV One. Please keep in mind that this is part of a wider range of brand guidelines covering all aspects of our communication.

1.1 INTRODUCTION

MTV has always been about creating, influencing and reflecting pop culture through music, entertainment and social activation. We pioneer, ignite, curate and connect stories and social interaction across all platforms.

Our mission is to entertain and inspire young people, celebrate and amplify their young lives and be the #1 partner for those who want to connect with them.

The challenge in 2013 lies in taking our existing 'look and feel', refining it, and creating a brand that focuses on what is most important to our viewers in this new media environment.

THE FOLLOWING GUIDE EXPLAINS HOW WE HAVE REFRESHED THE PROMO TOOLKIT.

OUR OVERALL AIMS FOR THIS ASPECT OF THE PROJECT:

Build upon the positive attributes of the current promo toolkit.

Simplify all on screen communications.

Remove confusing differences between AAA promotion and others.

Reduce the number of fonts we use.

Embrace social networking and "second screen" viewing.

1.2 DELIVERY FORMATS

PROMO TOOLKIT GRAPHICS DELIVERY INCLUDES:

Formats

SD PAL D1/DV Widescreen (fullscreen)
(720x576 25 fps)

SD PAL D1/DV (fullscreen)
(720x576 25 fps)

SD NTSC D1 (fullscreen)
(720x486 29.97 fps)

HD PAL (fullscreen)
(1920x1080 25 fps)

HD NTSC (fullscreen)
(1920x1080 29.97 fps)

Adobe After Effects CS6 Projects

MTV One Promo Toolkit
MTV One Additional Elements
MTV Sister Channels Promo Toolkit
MTV Sister Channels Additional Elements

Adobe After Effects CS6 Projects (For export and build in Edit)

MTV One Promo Toolkit_Edit
MTV One Additional Elements_Edit
MTV Sister Channels Promo Toolkit _Edit
MTV Sister Channels Additional Elements_Edit

Note

Versions for edit software use animated mattes to reveal text, rather than animating the text itself, and so have a slightly different look.

Fonts

Futura MTV Bold
Futura MTV Demi Bold

The compositions in the After Effects. Project are named with the following pattern:

2013_[CHANNEL]_[ELEMENT]_[FORMAT]
e.g. 2013_MTV1_promo pointer large_PAL_SD4-3

MTV ONE
PROMO TOOLKIT GUIDELINES
2. BRAND KEY ELEMENTS

BRAND REFRESH 2013

FUN
DIVERSE
MUSIC EVERYWHERE
AND IF YOU ASK ME... TURN UP THE BASS!

FUTURA MTV BOLD
SIZE:LEADING = 1:1
UPPERCASE

ABCDEFGHIJ
KLMNOPQR
STUVWXYZ
1234567890
*$&ßÇ.,:;!¡?¿
"'/@%

Futura MTV Bold is our new primary font across all top level typographical Communication across platforms. The Roman version is supplied but other versions may need to be purchased at local level.

Youth
Pioneering

We'll be forever young.
You know we're superstars.

Futura MTV Demi Bold
Size:Leading = 1:1
Uppercase and Lowercase

A a B b C c D d E e
F f G g H h I i J j
K k L l M m N n
O o P p Q q R r
S s T t U u V v W w
X x Y y Z z
1 2 3 4 5 6 7 8 9 0
* $ & ß Ç . , : ; ! ¡ ? ¿
"'/@%

Futura MTV Demi Bold is our secondary font and used onair for website URLs. The Roman version is supplied but other versions may need to be purchased at local level.

Official logos for Twitter and Facebook have been included to this font for your convenience (they replace double angle quotation mark characters '«' and '»').

2.3 COLOUR PALETTE

WHITE
255: 255: 255

MTV YELLOW
240: 240: 040

MTV CYAN
025: 200: 200

MTV PURPLE
050: 020: 050

MTV LIGHT PURPLE
090: 070: 090

The 2013 on-air refresh colour palette has been vastly simplified over previous years. Gradients are gone, and we have 5 main colours on MTV One (6 on Sister Channels).

MTV ONE
PROMO TOOLKIT GUIDELINES
3. PROMO ELEMENTS

BRAND REFRESH 2013

3.1 HEADER: BOTTOM LEFT

Futura MTV Bold
72pt size
72pt leading

A vignette is recommended on clips to help legibility.

3.2 POINTER: BOTTOM LEFT

Futura MTV Bold
36pt size
36pt leading

A vignette is recommended on clips to help legibility.

3.3 HEADER: TOP RIGHT

Futura MTV Bold
72pt size
72pt leading

A vignette is recommended on clips to help legibility.

3.4 POINTER: TOP RIGHT

Futura MTV Bold
36pt size
36pt leading

A vignette is recommended on clips to help legibility.

Futura MTV Bold
108pt size
108pt leading

Making part of the sentence yellow gives emphasis, but also adds branding.
A vignette is recommended on clips to help legibility.

NOTE: On white or light coloured backgrounds social network logos must be in their true colours.
Twitter RGB: 42, 169, 224. Facebook RGB: 59, 89, 152.

MTV Cyan

There is a 12 frame transition from the final shot of your promo to the endboard.
If this clashes with sync in can be removed in the AE composition.

3.8 ENDBOARD

MTV Purple

There is a 12 frame transition from the final shot of your promo to the endboard.
If this clashes with sync in can be removed in the AE composition.

NOTE: There is no transition to the Custom Endboard.
Use a clean, simple shot with little movement.
A vignette is also recommended to help legibility.

3.10 ENDBOARD

Futura MTV Bold
60pt size

Futura MTV Bold
108pt size
108pt leading

Yellow on Cyan and Black
Cyan on White
80% White on Custom

Futura MTV Demi Bold
36pt size
36pt leading

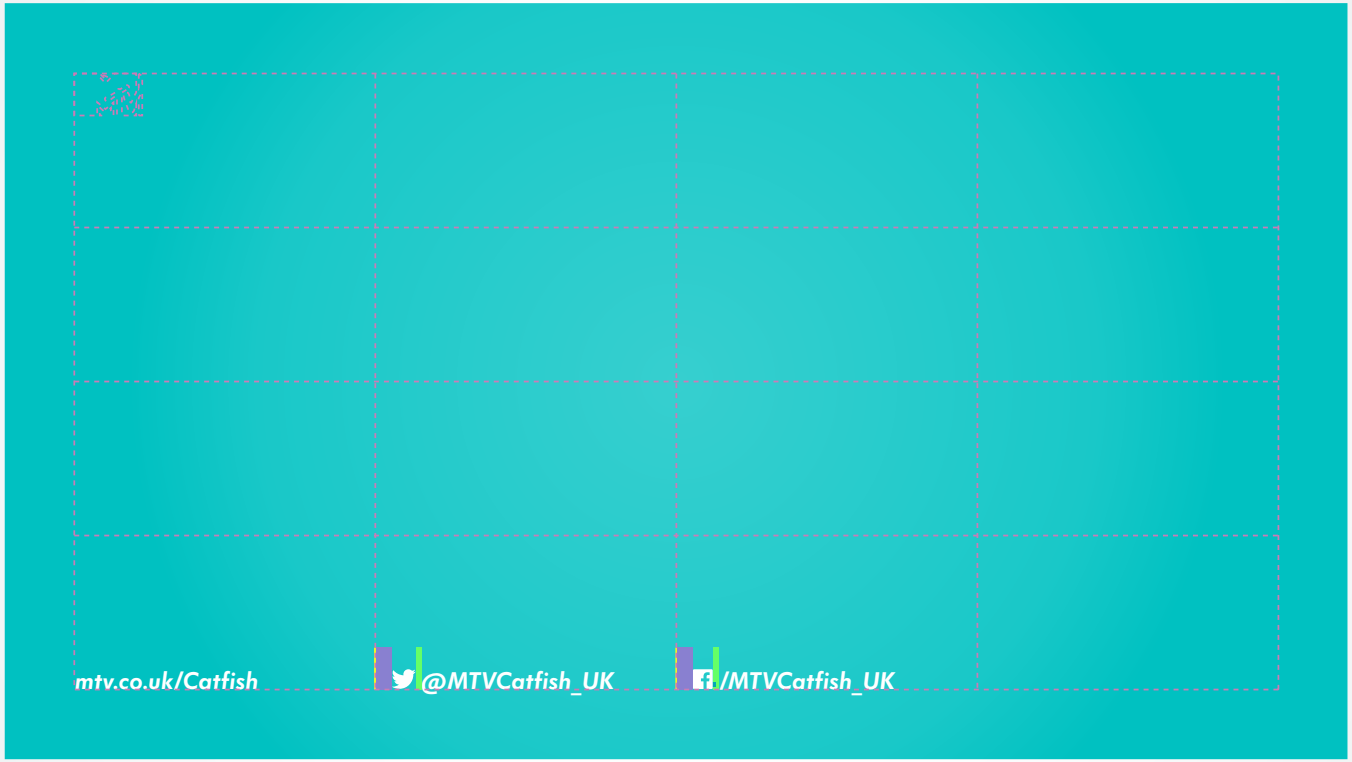
Sponsors' logos can go here or moved to lower right if an "Available On" icon is not required

If it is required that a sponsor's logo be used on white, then a white box can be used as shown

An "Available On" icon is used in some regions, and only used here as an example for positioning

URL separation lines are ONLY to be used in these 2 positions

Text sizes and leading should never be altered.
Sponsor position and "Available On" icons are interchangable and flexible.



Separator Lines
Stroke-width: 3px

Spacing
Width: 18px
Width: 6px

3.12 CAPTION

Standard

1 and 2 line versions.
MTV Purple, MTV Cyan and White, to suit the promo.
Scale and position them as you prefer.

3.13 CAPTION

Text size and leading should always be 1:1 (eg. 100pt size: 100pt leading).
The box is scaled to give even spacing around the text, equal to the leading space.

3.14 CAPTION

Custom

The font, angle and animation are fixed, but any colour combination is possible. Scale and position them as you prefer.

3.15 CAPTION

Rotation: 9° anticlockwise
Text size and leading should always be equal (100pt size:100pt leading).
The box is scaled to give even spacing around the text, equal to the leading space.

3.16 PROMO TRANSITION

Transition A: Left to Right

Transition B: Right to Left

Transition C: Top to Bottom

Transition D: Bottom to Top

Transitions come in 4 variants.
Duration: 1”.

3.17 PROMO SIGN-OFF

Logo Sign-off

All promos now sign-off with the MTV Logo window, which should always be on white for best legibility.

3.18 PROMO STING 3"/5"

Examples - 1 and 2 line show titles.

Whether the show title goes on 1 or 2 lines, the block of information is centred on the MTV Logo window.

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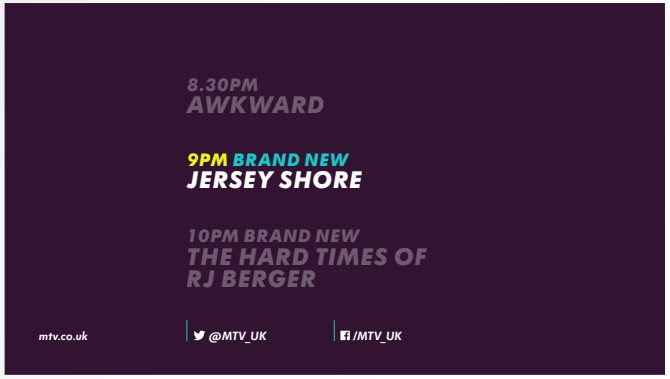
4. ADDITIONAL ELEMENTS

BRAND REFRESH 2013

4.1 MENUS

Examples

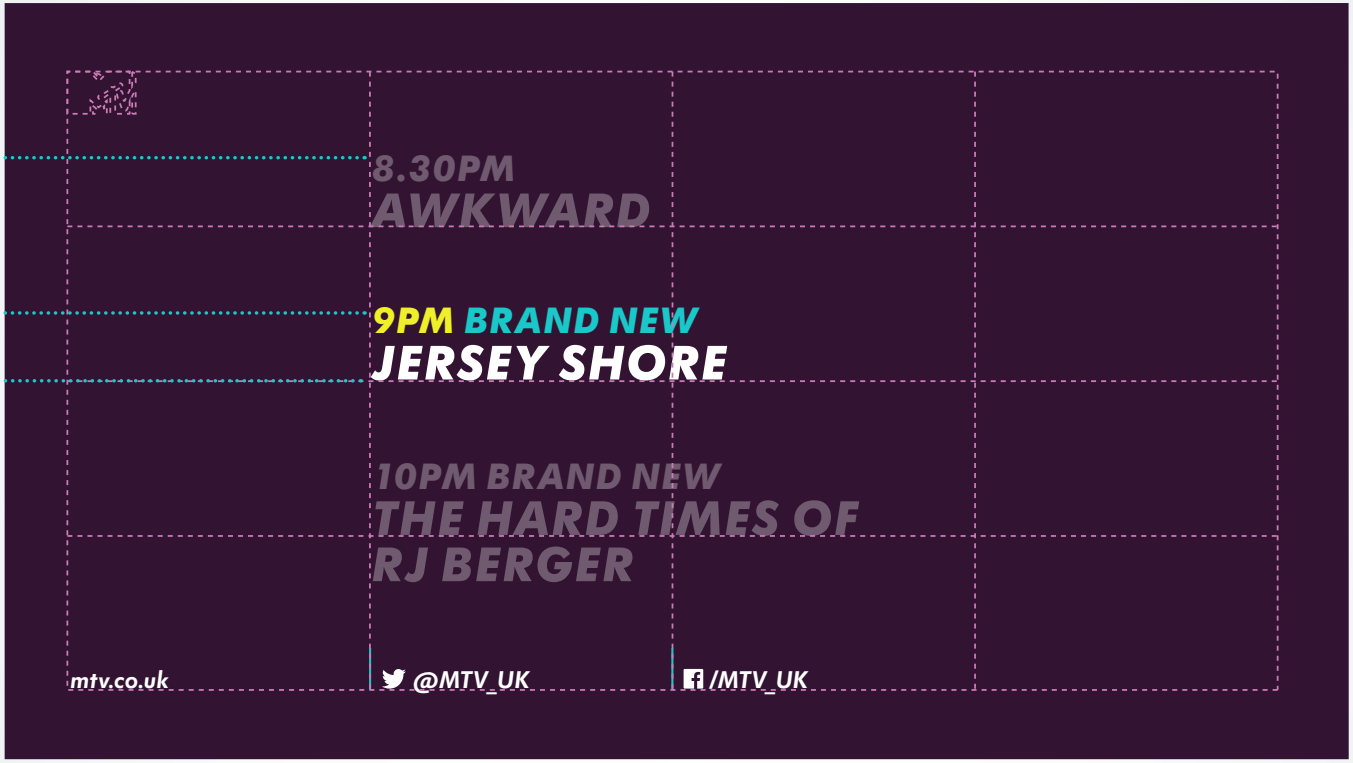


Menus can be used to promote 2 or 3 shows maximum.
URLs are for the channel information rather than shows.

Text Transparency:
30% White on MTV Purple
40% White on MTV Cyan
85% White on MTV Yellow
70% MTV Light Purple on White

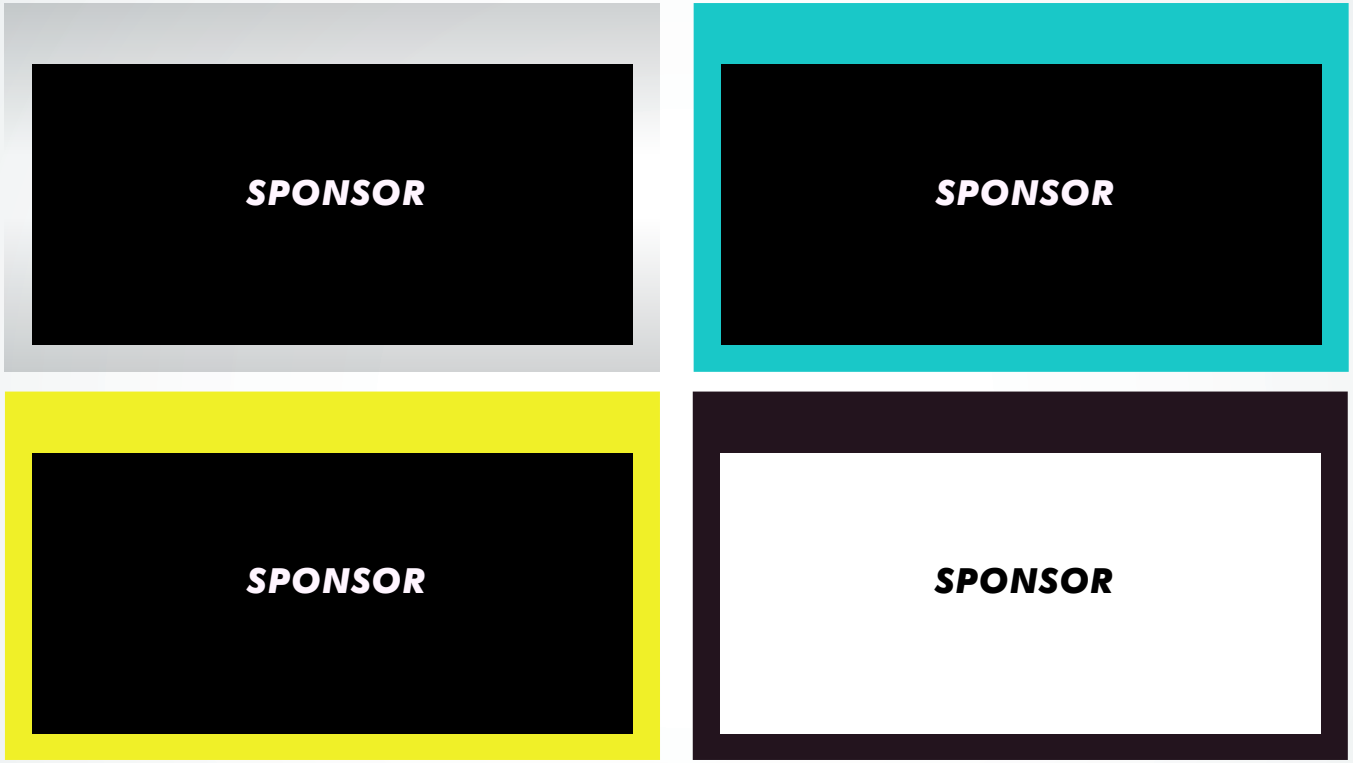
Futura MTV Bold
54pt size

Futura MTV Bold
72pt size
72pt leading



Menus can be used to promote 2 or 3 shows maximum.
URLs are for the channel rather than the shows.

4.3 BILLBOARD DONUT



4.4 CREDIT SQUEEZE

Vertical

Futura MTV Bold
54pt size

Futura MTV Bold
72pt size
72pt leading

4.5 CREDIT SQUEEZE

Horizontal

Futura MTV Bold
54pt size

Futura MTV Bold
72pt size
72pt leading

4.6 TOUR PRESENT DONUT

MTV TOUR PRESENTS
FRANK OCEAN

23/05/2014 TORINO, PALATORINO
26/05/2014 PADOVA, PALASPORT
11/04/2014 ROMA, PALALOTTOMATICA

23/05/2014 TORINO, PALATORINO
26/05/2014 PADOVA, PALASPORT
11/04/2014 ROMA, PALALOTTOMATICA

mtv.co.uk/TourPresents | ***#MTVTourPresents_UK***

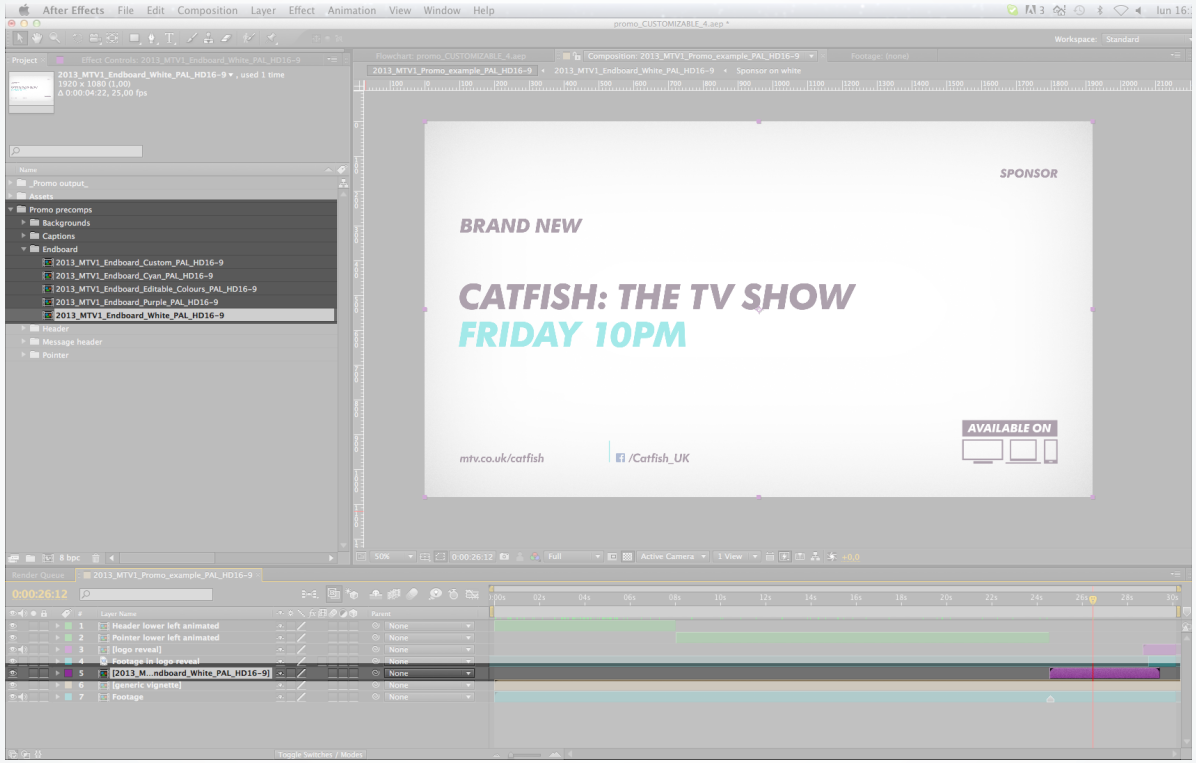
Futura MTV Bold
108pt size
108pt leading

Futura MTV Bold
36pt size
36pt leading

MTV ONE
PROMO TOOLKIT GUIDELINES
5. USING THE AE PROJECT

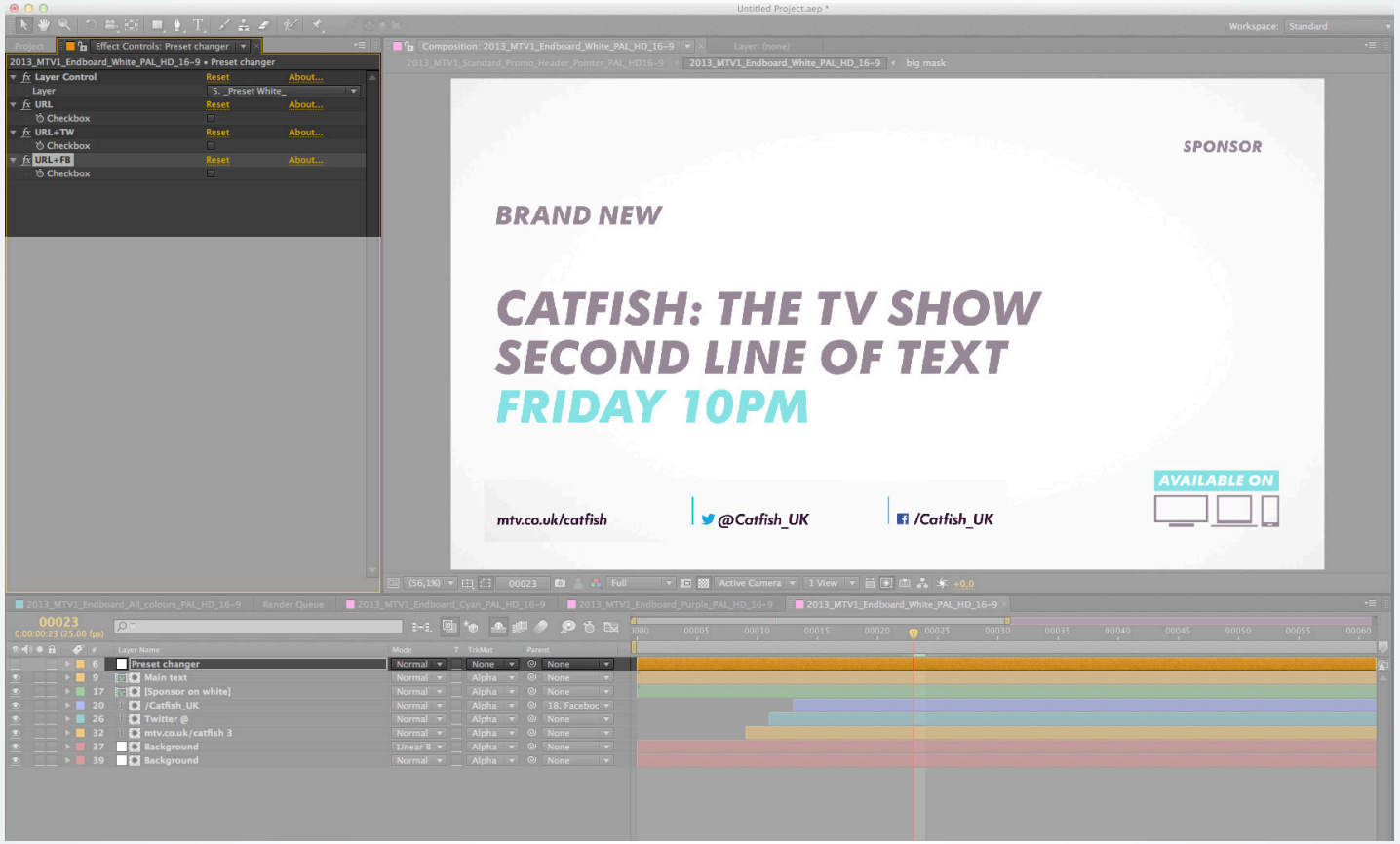
BRAND REFRESH 2013

5.1 ENDBOARD PRESETS



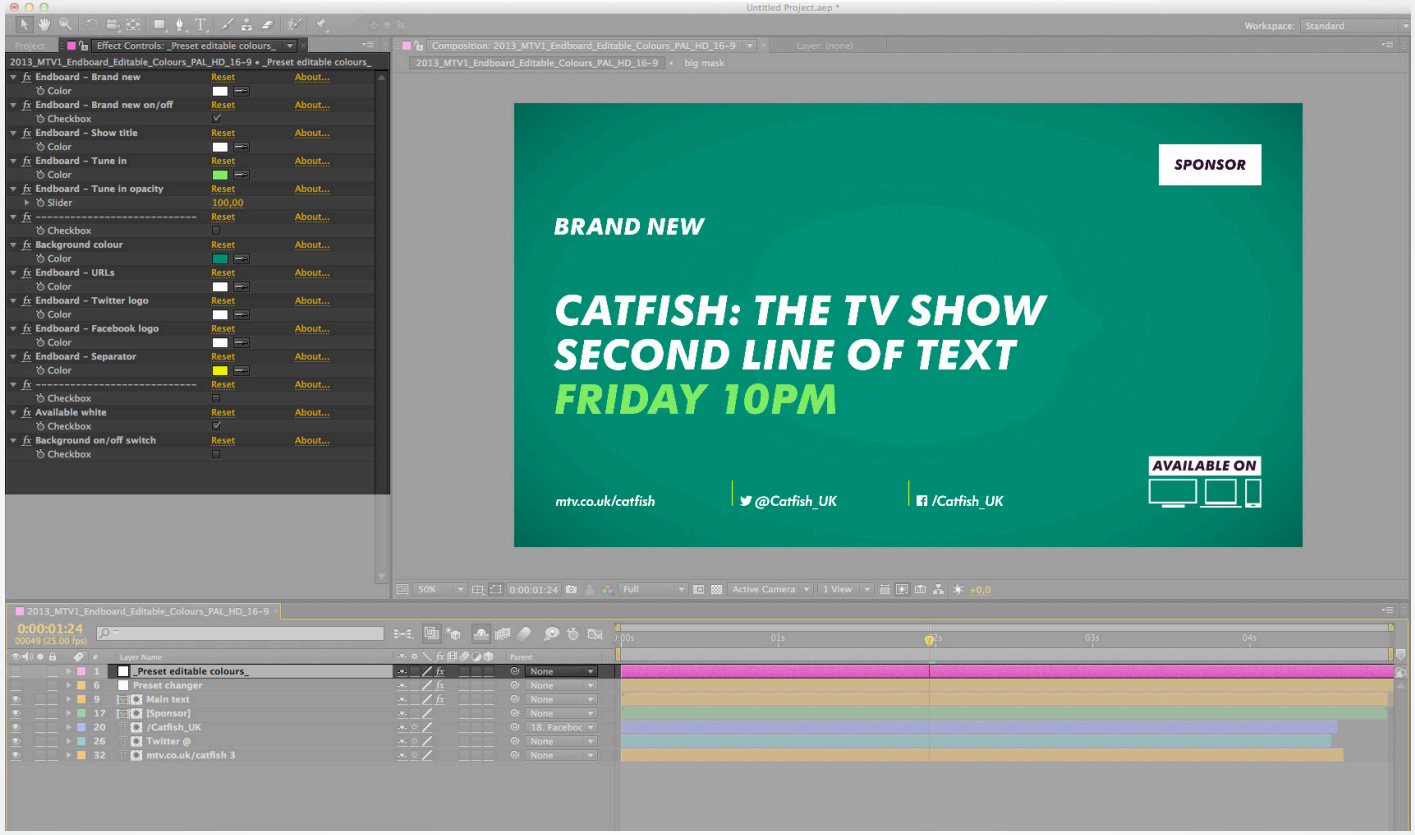
To switch between endboard colours simply use the pre made endboard pre-compositions supplied. After Effects allows you to replace one pre-composition perfectly with another by selecting the endboard layer you wish to change, then while holding the Alt key drag and drop the new one over it.

5.2 ENDBOARD OPTIONS



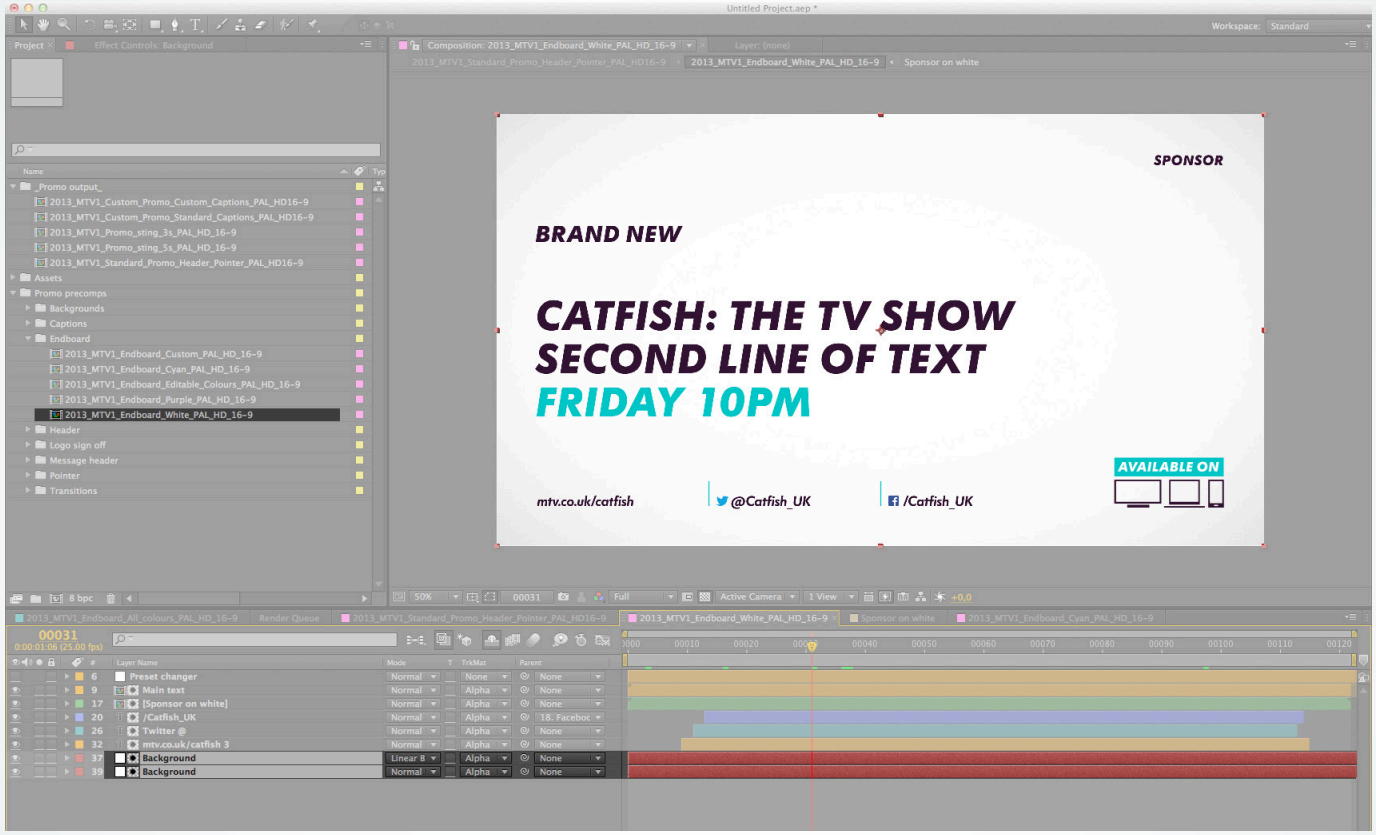
Endboards are edited within the endboard pre-compositions.
To change the combination of URLs select the “Preset control” layer and use the Effect Controls panel to choose.

5.3 ENDBOARD COLOUR EDITOR



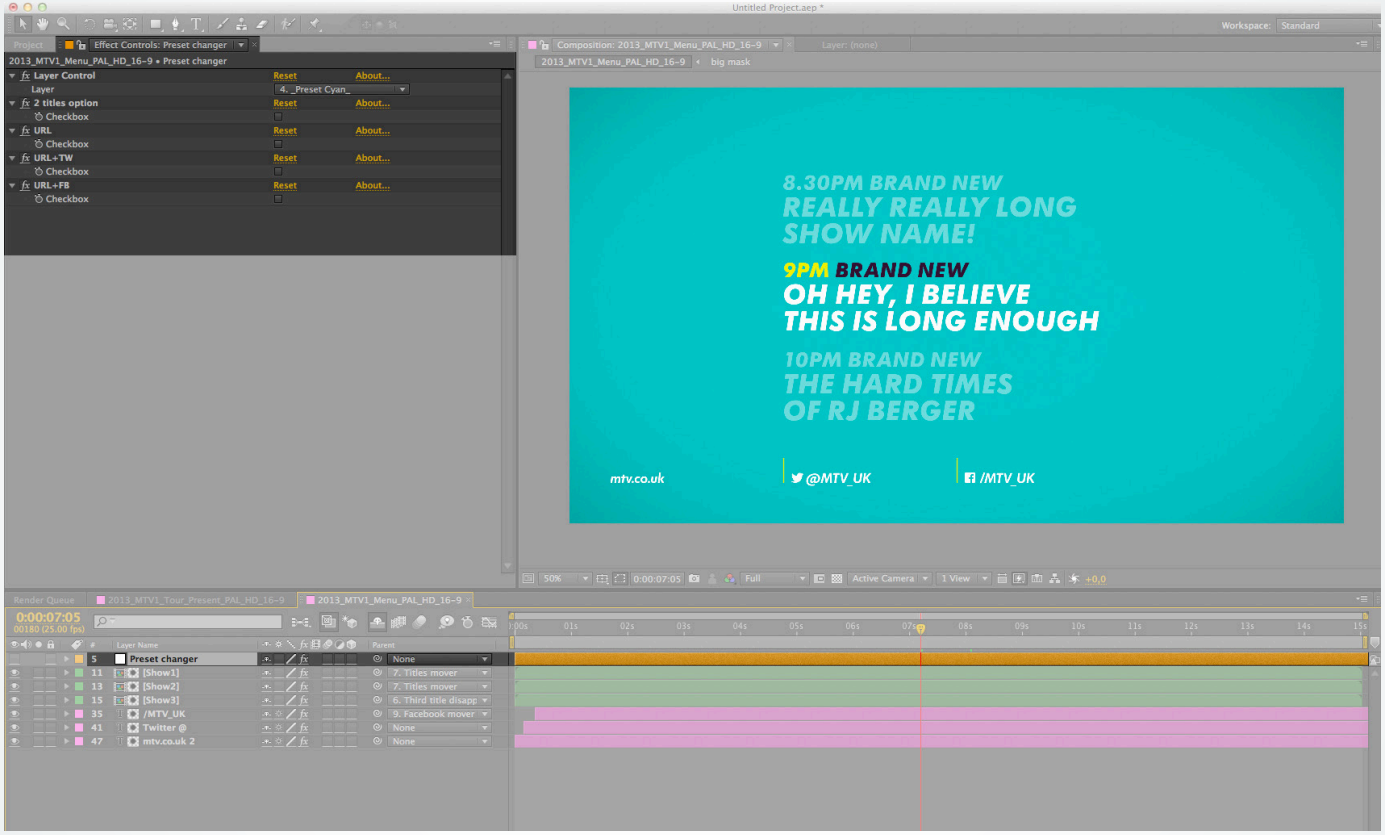
If you require an endboard with a custom colour combination use the “Editable_Colours” endboard pre-composition.
Select the “Preset_editable_colours” layer and use the Effect Controls panel to pick new colours.

5.4 ENDBOARD TRANSITION



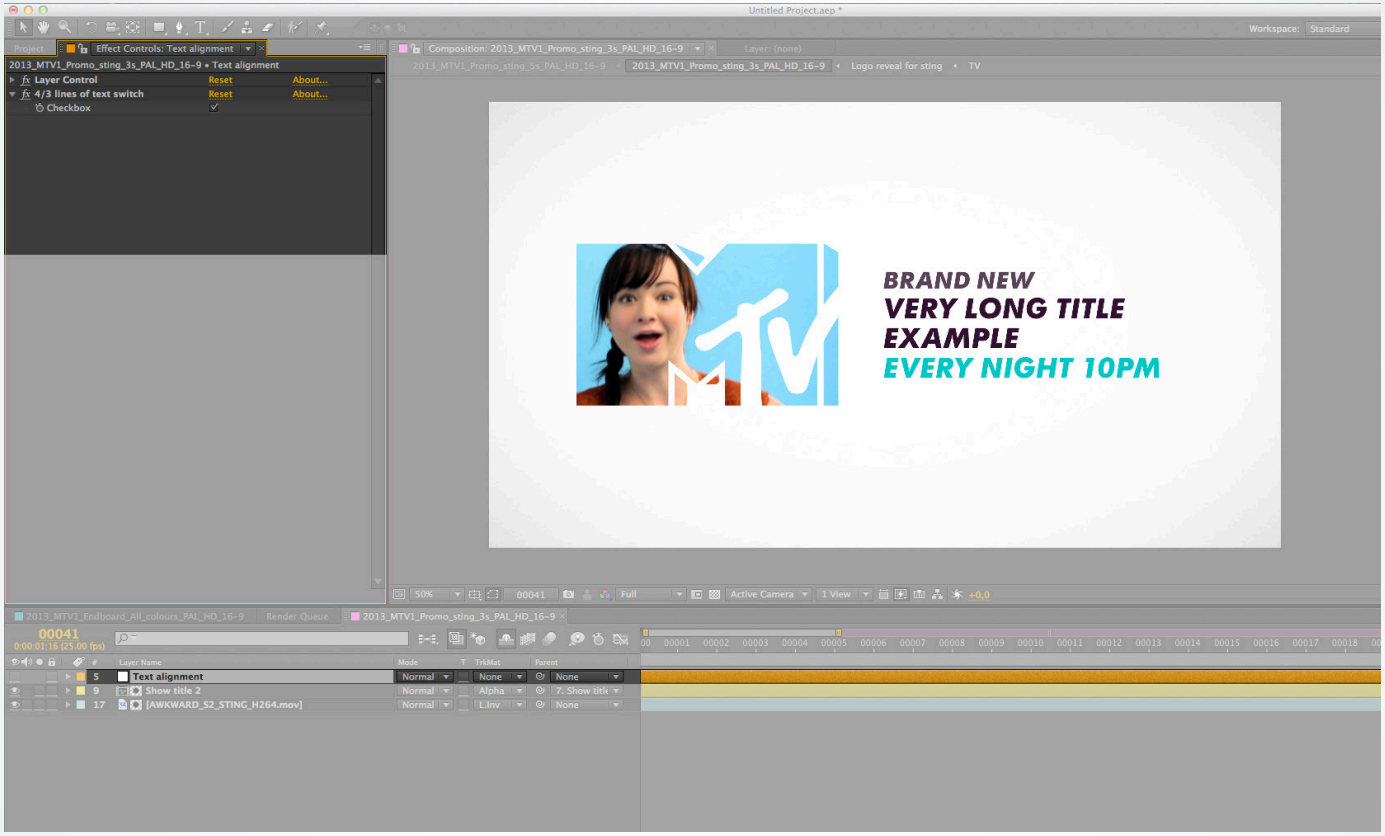
If the 12 frame transition clashes with sync in your final shot it's possible to remove it. Simply change the 2 Background layers to **"No Track Matte"**.

5.5 MENUS



To choose colour presets, change url combinations and switch between a 2 or 3 show line-up select the "Preset Changer" layer and go to the Effect Controls panel.

5.6 PROMO STING



To help keep text centred on screen we have made it's position a preset, controlled within the Effect Controls panel. Switch between 3 or 4 lines of text (depending on whether the show title requires 1 or 2 lines.)
As the Promo Sting features a filled logo it is only ever used on white..

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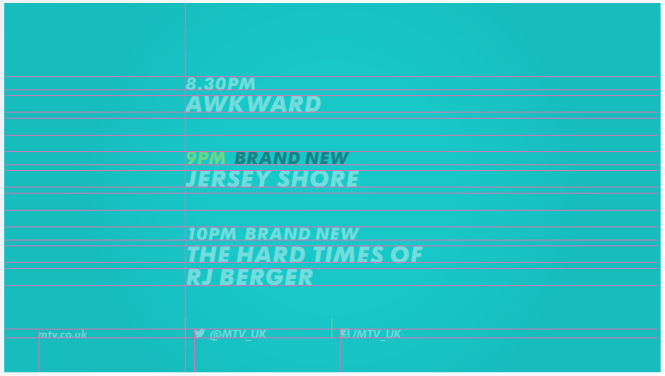
6. BUILDING ELEMENTS IN EDIT SOFTWARE

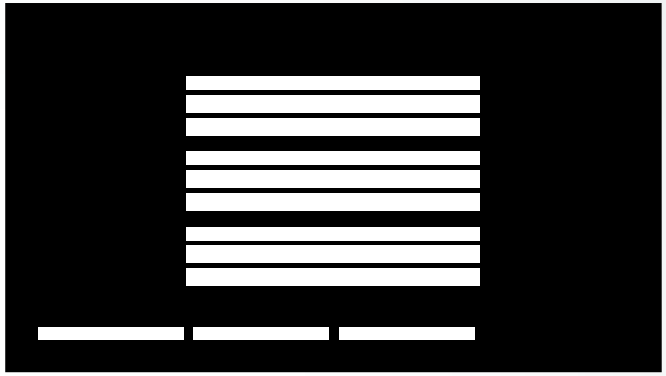
BRAND REFRESH 2013

6.1 BACKGROUNDS

From the After Effects **“Promo Toolkit MTV One_Edit”** project, render backgrounds with your required URL Spacers.
Clean (for 0 or 1 URL), 1 Spacer (2 URLs), 2 Spacers (3 URLs).

6.2 TEXT LAYOUT





In Final Cut, Avid or Premier position text for your Endboard, Menu or Credit Squeeze using the correct grid. Then use the corresponding Matte to create the animation. Menus require a second layer of text and matte to create the highlight effect.
Twitter and Facebook logos for URLs have been built into the font (see page 7).